

Message Text

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PAGE 01 BOGOTA 01022 01 OF 05 310130Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

----- 116487

R 291843Z JAN 76

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 3135

USDOC WASHDC

UNCLAS SECTION 1 OF 5 BOGOTA 1022

EO 11652: NA

TAGS: BEXP, AFSP, CO

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM

REF: 75 STATE A-7369

FOLLOWING IS DRAFT OF RECOMMENDATIONS FOR SECTIONS I, II,
AND III OF THE FY 1977 CCP FOR COLOMBIA:

SECTION I - OVERVIEW

AFTER A SLOWDOWN TO A 4 P/C GDP GROWTH RATE DURING 1975, THE COLOMBIAN ECONOMY IS EXPECTED TO RETURN TO A 6-7 P/C ANNUAL GROWTH DURING 1976 AND 1977. 1975 WAS A YEAR OF AUSTERITY WHICH SUCCEEDED IN LOWERING INFLATION FROM 26 P/C IN 1974 TO 18 P/C DURING 1975, AND THE COLOMBIAN GOVERNMENT EXPECTS INFLATION TO CONTINUE TO DROP DURING 1976. THE GOC WILL DIRECT SUBSTANTIAL RESOURCES INTO AGRICULTURAL DEVELOPMENT, HEALTH AND NUTRITION, AND ELECTRIC ENERGY. A WORLD BANK LOAN FOR TELECOMMUNICATIONS EQUIPMENT IS EXPECTED TO BE IMPLEMENTED. LARGE INVESTMENTS IN WATER AND SEWERAGE, ROAD BUILDING AND GENERAL INDUSTRY ARE ALSO ANTICIPATED. THE PROXIMITY OF THE U. S. HAS ENABLED IT TO RANK CONTINUALLY AS COLOMBIA'S MAJOR TRADE PARTNER, WITH THE U. S. ACCOUNTING FOR 42 P/C OF COLOMBIA'S IMPORTS DURING 1974, WITH THIS INCREASING TO PERHAPS 44 P/C DURING 1975. HIGH COFFEE PRICES AND CONTINUED EXPORT DIVERSIFICATION WILL PERMIT INCREASED IMPORTS BY COLOMBIA DURING 1976 AND 1977, DESPITE THE WORSENING PETROLEUM

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PAGE 02 BOGOTA 01022 01 OF 05 310130Z

SITUATION.

THE MAJOR COMMERCIAL GOALS OF THE UNITED STATES IN COLOMBIA ARE TO (1) INCREASE THE U. S. SHARE OF THE COLOMBIA IMPORT MARKET; (2) INCREASE BUSINESS TRAVEL TO THE UNITED STATES; (3) INCREASE THE PARTICIPATION OF U. S. ENGINEERING-CONSTRUCTION FIRMS AND EQUIPMENT SUPPLIERS IN MAJOR PROJECTS INCLUDING REGIONAL PROGRAMS; AND (4) CLARIFY INVESTMENT REGULATIONS AND PROVIDE ASSISTANCE AS APPROPRIATE TO U. S. INVESTORS AND LICENSORS WHO WIS TO OPERATE IN COLOMBIA

IN SUPPPORT OF U. S. COMMERCIAL OBJECTIVES, PRIORITY EMPHASIS WILL FOCUS ON PROMOTING U. S. TECHNOLOGY AND EQUIPMENT PERTINENT TO ENERGY SYSTEMS, COMMUNICATIONS, PETROCHEMICALS, AND POLLUTION CONTROL; ON MAINTAINING U. S. DOMINANCE IN THE CONTINUALLY GROWING MARKET FOR AGRICULTURAL EQUIPMENT; AND ON ENCOURAGING AN INCREASED U. S. SHARE OF THE COLOMBIAN MARKET FOR GENERAL INDUSTRIAL (ESPECIALLY METALWORKING AND FINISHING) EQUIPMENT. MARKET RESEARCH AND FOREIGN BUYERS' GROUPS WILL ALSO BE THE SUBJECT OF MAJOR INITIATIVES.

SECTION II PERSONNEL RESOURCE LIST.

ONLY CHANGE FROM 1976 CCP IS THAT MARKET ANALYST POSITION PREVIOUSLY FILLED BY ORTIZ HAS BEEN ELIMINATED CCP RESOURCES IN CONSTITUENT POSTS CONSIST OF ONE COMMERCIAL ASSISTANT FSL IN EACH, GONZALEZ IN MEDELLIN AND DE SOTO IN CALI.

SECTION III

CAMPAIGN NO. 1 PRIORITY RANK: 1

TITLE: INCREASE THE ROLE OF U. S. COMPANIES IN SUPPLYING EQUIPMENT AND ENGINEERING SERVICES FOR THE DEVELOPMENT OF ENERGY SYSTEMS.

CAMPAIGN MANAGER: COMMERCIAL ATTACHE (FSO-3)

UNCLASSIFIED

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PAGE 03 BOGOTA 01022 01 OF 05 310130Z

JUSTIFICATION:

EIGHT VERY IMPORTANT ELECTRIC GENERATION AND TRANSMISSION PROJECTS ARE CURRENTLY UNDERWAY AND SCHEDULED FOR COMPLETION DURING THE NEXT THREE YEARS. THEY WILL ADD 1,122.4 MW TO THE CURRENT INSTALLED CAPACITY OF THE COUNTRY. THE PREQUALIFICATIONS AND TENDERING PROCEDURES HAVE BEEN INITIATED FOR ANOTHER TWO MAJOR PROJECTS (1,120 ADDITIONAL

MW) AND FEASIBILITY STUDIES HAVE BEEN OR ARE BEING COMPLETED FOR VARIOUS OTHER PROJECTS WHICH COULD BE INITIATED DURING THE NEXT FIVE YEARS. SEVERAL EMERGENCY PROJECTS WILL BE CARRIED OUT ON THE ATLANTIC COAST DUE TO AN EXPECTED SUPPLY DEFICIT IN THAT REGION, AND MANY TRANSMISSION LINES ARE BEING CONSTRUCTED OR WILL BE CONSTRUCTED THROUGHOUT THE COUNTRY. THIS DYNAMIC ELECTRIFICATION PROGRAM PRESENTS EXCELLENT OPPORTUNITIES FOR THE SALE OF ELECTRIC ENERGY SYSTEMS EQUIPMENT, BUT AT THE SAME TIME IT HAS PROMPTED INCREASED COMPETITION FROM MANY COUNTRIES INTERESTED IN THIS MARKET.

CAMPAIGN HIGHLIGHTS.

PLAN PUBLICIZE, AND CONDUCT ENERGY SYSTEMS TRADE MISSION. IDENTIFY AND CALL ON ELECTRIC UTILITY DECISION MAKERS BEFORE AND AFTER TRADE MISSION. APPOINT AN FSL TO MONITOR PROGRESS AND NEW DEVELOPMENTS IN ELECTRIC ENERGY PROJECTS.

ACTIONS/MILESTONES/ACCOMPLISHMENT.

1. APPOINT AN FSL (CEDIEL) TO MONITOR PROGRESS AND NEW DEVELOPMENTS FOR ALL ELECTRIC ENERGY PROJECTS UNDERWAY OR PLANNED.

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PAGE 01 BOGOTA 01022 02 OF 05 310644Z

11

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 291843Z JAN 76

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 3136

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UNCL SECTION 2 OF 5 BOGOTA 1022

O 11652: NA

TAGS: BEXP, AFSP, CO

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM

REF: 75 STATE A-7369

2. HPREPARE REPORT STATUS OF ENERGY PROJECTS, INCLUDING PARTICIPATION OF U. S. FIRMS.

3. CALL ON DECISION MAKERS OF COLOMBIAN ELECTRIC UTILITIES TO ALERT THEM TO COMING ENERGY SYSTEMS TRADE MISSION AND TO POSSIBILITY OF EX-IM BANK FINANCING.

4. MAKE MEDIA RELEASE REGARDING TRADE MISSION.

5. CONDUCT ENERGY SYSTEMS TRADE MISSION, APRIL 1977.

6. FOLLOW UP WITH ELECTRIC UTILITY DECISION MAKERS ABOUT RESULTS OF TRADE MISSION.

7. NOMINATE LEADER GRANTEE(S) FOR ENERGY INDUSTRY UNDER U. S. VISITOR PROGRAM.

8. SUBMIT THREE FOREIGN GOVERNMENT TENDERS.

9. PUBLISH TWO ARTICLES IN COMMERCIAL NEWSLALLER.

10. ENCOURAGE A VISIT BY HIGH LEVEL EXPORT-IMPORT UNCLASSIFIED

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PAGE 02 BOGOTA 01022 02 OF 05 310644Z

BANK REPRESENTATIVES.

CUMULATIVE MILESTONES

BY DECEMBER 31

ACTIONS: 1, 2, 10

BY MARCH 31

ACTIONS: 1, 3, 8 (1) 9 (1) 10.

BY JUNE 30

ACTIONS: 1, 4, 5, 7, 8 (2), 9(2) 10.

BY SEPTEMBER 30

ACTIONS: 1, 6, 8 (3), 10

CAMPAIGN NO. 2 PRIORITY RANK: 2

TITLE: CAPTURE OF A LARGER SHARE OF NEW TELECOMMUNICATIONS

EQUIPMENT AND SYSTEMS MARKET BY U. S. SUPPLIERS.
CAMPAIGN MANAGER: JOHN W. BOWEN (FSO-7)

JUSTIFICATION:

THE MARKET FOR TELECOMMUNICATIONS EQUIPMENT IN COLOMBIA WILL CONTINUE TO EXPAND RAPIDLY, ESPECIALLY AS A RESULT OF A LARGE NEW WORLD BANK LOAN EXPECTED TO BE GRANTED SHORTLY. WHILE PAST U. S. PERFORMANCE IN THIS SECTOR HAS BEEN POOR, WITH STRONG COMPETITION FROM SWEDISH, GERMAN, AND JAPANESE SUPPLIERS. REALIGNMENTS IN PRICES AND U. S. TECHNOLOGICAL ADVANCES IN INTERNATIONAL COMMUNICATIONS PRESENT GOOD OPPORTUNITIES FOR INCREASING THE U. S. SHARE OF THE MARKET.

CAMPAIGN HIGHLIGHTS.

PLAN, PUBLICIZE, AND CONDUCT COMMUNICATION TECHNICAL
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01022 02 OF 05 310644Z

SALES SEMINAR. SUBMIT STATUS REPORT ON PROJECTS OF TELECOM. MONITOR EXPANSION PLANS OF MAJOR TELEPHONE COMPANIES AND OF INRAVISION.

ACTIONS/MILESTONES/ACCOMPLISHMENT.

1. SUBMIT STATUS REPORT ON PROJECTS OF TELECOM.
2. CALL ON MAJOR TELEPHONE COMPANY OFFICIALS TO DISCUSS EXPANSION PLANS.
3. VISIT TELECOMMUNICATIONS DECISION MAKERS TO ALERT THEM TO COMING COMMUNICATIONS TECHNICAL SALES SEMINAR AND TO THE POSSIBILITY OF EX-IM BANK FINANCING.
4. MAKE MEDIA RELEASE ON TECHNICAL SALES SEMINAR.
5. PLAN AND CONDUCT COMMUNICATIONS TECHNICAL SALES SEMINAR MARCH 1977.
6. MONITOR INRAVISION EXPANSION PLANS, ESPECIALLY REGARDING ADOPTION OF COLOR TELEVISION.
7. PUBLISH TWO ARTICLES IN COMMERCIAL NEWSLETTER.
8. SUBMIT TEN FOREIGN GOVERNMENT TENDERS OR TRADE OPPORTUNITIES.
9. NOMINATE LEADER GRANTEE FOR TELECOMMUNICATIONS SECTOR UNDER U. S. VISITOR PROGRAM.

10. ENCOURAGE A VISIT BY HIGH-LEVEL EXPORT-IMPORT
BANK REPRESENTATIVES.

CUMULATIVE MILESTONES.

BY DECEMBER 31

ACTIONS: 1, 2, 6, 7, 8(2), 10.

BY MARCH 31
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01022 02 OF 05 310644Z

ACTIONS: 3, 4, 5, 6, 7, 8(4), 10.

BY JUNE 30

ACTIONS: 6, 8(7), 9, 10

BY SEPTEMBER 30

ACTIONS: 6, 8(10), 10.

CAMPAIGN NO. 3 PRIORITY RANK: 3

TITLE: INCREASE THE ROLE OF U. S. COMPANIES IN
SUPPLYING EQUIPMENT AND ENGINEERING SERVICES FOR REFINERY,
GAS, AND PETROCHEMICAL PROJECTS.

CAMPAIGN MANAGER: JOHN H. PENFOLD (O-4)

JUSTIFICATION:

BIDS HAVE BEEN AWARDED FOR THE \$35 MILLION ETHYLENE PLANT
EXPANSION (TO ICOLSA, A COLOMBIAN FIRS), THE \$100
MILLION BARRANCABERMEJA BALANCE UNIT (TO TECHNOPETROL
OF ITALY), THE \$15 MILLION CARTAGENA REFINERY EXPANSION
(TECHNOPETROL), AND THE GAS PIPELINE FROM THE GUAJIRA
TO BARRANQUILLA. THE MAJOR PROJECT FOR THE NEAR FUTURE
WILL BE THE TEXACO-ECOPETROL DEVELOPMENT OF THE GUAJIRA
GAS FIELD WITH PLANS FOR AN AMMONIA PLANT IN THE GUAJIRA
SEVERAL SMALLER PROJECTS WILL PROBABLY BE DELAYED,
BUT IN THE LONG RUN COLOMBIA HAS RECEIVED THE
LARGEST SHARE OF THE ANDEAN PACT PETROCHEMICAL
SECTORAL ASSIGNMENTS, AND THE MARKET IS PROMISING.

POTENTIAL MARKET: OVER \$400 MILLION.

CAMPAIGN HIGHLIGHTS:

PLAN, PUBLICIZE, AND CONDUCT PETROCHEMICAL
EQUIPMENT TRADE MISSION; SUBMIT STATUS REPORT ON
PETROCHEMICAL PROJECTS; SUBMIT STATUS REPORT ON
UNCLASSIFIED

UNCLASSIFIED

PAGE 05 BOGOTA 01022 02 OF 05 310644Z

IMPLEMENTATION OF COLOMBIAN PETROCHEMICAL ASSIGNMENTS
UNDER ANDEAN PACT SECTORAL PROGRAM; VISIT THE
GUAJIRA TO OBSERVE PROGRESS AT NATURAL GAS EXPLOTATION
PROJECT.

ACTIONS/MILESTONES/ACCOMPLISHMENT.

1. ESTABLISH CONTACTS WITH U. S. FIRMS INVOLVED OR
INTERESTED IN PETROCHEMICAL PROJECTS.
2. SUBMIT STATUS REPORT ON PETROCHEMICAL PROJECTS.
3. NOMINATE LEADER GRANTEE (S) FOR PETROCHEMICAL SECTOR
UNDER U. S. VISITOR PROGRAM.
4. DEVELOP FIVE CONTACTS AMONG GOVT. AND PRIVATE
INDUSTRY REGARDING ANDEAN PACT PETROCHEMICAL
ASSIGNMENTS.
5. MAKE ONE TRIP TO THE GUAJIRA TO OBSERVE PROGRESS
IN NATURAL GAS EXPLOITATION PROJECT.
6. SUBMIT ONE STATUS REPORT ON IMPLEMENTATION OF
COLOMBIAN PETROCHEMICAL ASSIGNMENTS UNDER ANDEAN
PACT SECTORAL PROGRAM.
7. CALL ON MAJOR PETROCHEMICAL DECISION MAKERS
TO ALERT THEM TO UPCOMING PETROCHEMICAL EQUIPMENT
TRADE MISSION AND TO POSSIBILITY OF EX-IM BANK
FINANCING.
8. PRESS RELEASED ABOUT TRADE MISSION.
9. PLAN AND CONDUCT PETROCHEMICAL EQUIPMENT
TRADE MISSION AUGUST 1977.
10. ENCOURAGE A VISIT BY HIGH-LEVEL EXPORT-IMPORT
BANK REPRESENTATIVES.

CUMULATIVE MILESTONES.

UNCLASSIFIED

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PAGE 06 BOGOTA 01022 02 OF 05 310644Z

BY DECEMBER 31

ACTIONS: 1, 4(2) 10.

BY MARCH 31

ACTIONS: 1, 2, 4(3), 10.

BY JUNE 30

ACTIONS: 1, 3, 4(5), 5, 10.

BY SEPTEMBER 30

ACTIONS: 1, 6, 7, 8, 9, 10

CAMPAIGN NO. 4 PRIORITY RANK: 4

TITLE: INCREASE SALES BY U. S. SUPPLIERS OF GENERAL
INDUSTRIAL AND AGRICULTURAL EQUIPMENT AND MCHINERY.
CAMPAIGN MANAGERS: JOHN W BOWEN (0-7) AND EDWARD
O'DONNELL (0-7).

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PAGE 01 BOGOTA 01022 03 OF 05 310556Z

12

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 291843Z JAN 76

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 3137

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UNCLAS SECTION 3 OF 5 BOGOTA 1022

E O 11652: NA

TAGS: BEXP, AFSP, CO

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM

REF: 75 STATE A-7369

JUSTIFICATION:

THIS CAMPAIGN GROUPS TARGET INDUSTRIES AND BEST PROSPECT INDUSTRIES FOR WHICH SEVERAL POST-INITIATED PROMOTIONAL EVENTS ARE PLANNED FOR FY-1977: CONSTRUCTION MATERIALS AND EQUIPMENT, PGA EQUIPMENT, FOOD PROCESSING AND PACKAGING EQUIPMENT, AGRICULTURAL MACHINERY, BUSINESS EQUIPMENT AND SYSTEMS, PROCESS CONTROL INSTRUMENTATION, MATERIALS HANDLING EQUIPMENT, AND COMPUTERS AND ELECTRONIC COMPONENTS, COLOMBIA'S IMPROVED BALANCE-OF-PAYMENTS POSITION, CAUSED BY HIGH COFFEE PRICES AND THE RECOVERY OF THE MARKETS OF THE INDUSTRIALIZED COUNTRIES, IS EXPECTED TO LEAD TO INCREASED IMPORTS OF GENERAL INDUSTRIAL AND AGRICULTURAL MACHINERY DURING FY-1977.

CAMPAIGN HIGHLIGHTS.

SUBMIT 50 TO'S; VISIT TWENTY FIRMS AND ASSOCIATIONS TO PUBLICIZE EMBASSY COMMERCIAL SERVICES; PUBLISH FOURTEEN ARTICLES IN COMMERCIAL NEWSLATTER; ORGANIZE AND LEAD FOUR FOREIGN BUYER'S GROUPS; SUBMIT SIX NEW OR UP-DATED DESK STUDIES; EVALUATION REPORT ON 1976 BOGOTA INTERNATIONAL FAIR; SUBMIT BEST PROSPECTS REPORT; CONDUCT UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01022 03 OF 05 310556Z

ONE COMMERCIAL SERVICES SEMINAR; HOST ONE CATALOG SHOW.

ACTIONS/MILESTONE/ACCOMPLISHMENT.

1. VISIT TWENTY IMPORTANT FIRMS AND ASSOCIATION TO PUBLICIZE EMBASSY COMMERCIAL SERVICES (INCLUDING TOP, WTDR'S, AND FOREIGN BUYERS' GROUPS) AND EX-IM BANK FINANCING.
2. PUBLISH FOUR ARTICLES IN COMMERCIAL NEWSLATTER ON COMMERCIAL SERVICES AND EX-IM BANK FINANCING.
3. PUBLISH TEN NEW-PRODUCT IN ARTICLES IN COMMERCIAL NEWSLATTER.
4. ORGANIZE AND LEAD FOREIGN BUYERS' GROUP TO THE TEXTILE MACHINERY SHOW, OCT. 1976 (ACTION MEDELLIN).
5. ORGANIZE AND LEAD THREE OTHER FOREIGN BUYERS GROUPS (SEE APPENDIX B).
6. PUBLICIZE SIX OTHER FOREIGN BUYERS GROUPS (SEE APPENDIX B).
7. SUBMIT FIFTY TRADE OPPORTUNITIES.

8. MAKE SIX PRESS RELEASES.

9. SUBMIT SIX NEW OR UP-DATED DESK STUDIES (SEE APPENDIX A).

10. SUBMIT EVALUATION REPORT ON U. S. PARTICIPATION IN 1976 BOGOTA INTERNATIONAL FAIR.

11. SUBMIT BEST PROSPECTS REPORT.

12. MAIL 100 BROCHURES ABOUT EMBASSY COMMERCIAL SERVICES.

13. PREPARE REVISED FY-1978 COUNTRY COMMERCIAL PROGRAM.

14. CONDUCT ONE COMMERCIAL SERVICES SEMINAR.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01022 03 OF 05 310556Z

15. HOST ONE CATALOG SHOW.

16. PREPARE MAILING LISTS FOR RECRUITMENT FOR U. S. PAVILION IN 1978 BOGOTA INTERNATIONAL FAIR. CUMULATIVE MILESTONES.

BY DECEMBER 31

ACTIONS: 1 (5), 3(1), 3(2), 4, 5 (1), 6(2), 7(10), 8(1), 10, 11.

BY MARCH 31

ACTIONS: 1(10) 2(2), 3(4) 5(2) 6(3), 7(25), 8(3), 9(2)
12, 13.

BY JUNE 30

ACTIONS: 1(15), 2(3), 3(7), 5(3), 6(5), 7(35),
8(4). 9(4), 14, 15.

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UNCLASSIFIED

PAGE 01 BOGOTA 01022 04 OF 05 310604Z

12

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 291843Z JAN 76

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 3138

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UNCLAS SECTION 4 OF 5 BOGOTA 1022

EO 11652: NA

TAGS: BEXP, AFSP, CO

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM

REF: 75 STATE A-7369

BY SEPTEMBER 30

ACTIONS: 1(20), 2(4), 3(10), 5(4) 6(6), 7(50), 8 (6),
9(6), 16.

CAMPAIGN NO. 5 PRIORITY RANK: 5

TITLE: CAPTURE OF A LARGER SHARE OF THE METALWORKING
AND SINISHING EQUIPMENT MARKET BY U. S. SUPPLIERS.

CAMPAIGN MANAGER: EDWARD B. O'DONNELL (FSO-7)

JUSTIFICATION:

THE METALWORKING INDUSTRY IS ONE OF THE BASIC SECTORS
OF THE COLOMBIAN ECONOMY. THERE ARE SEVERAL
SIGNIFICANT EXPANSIONS CURRENTLY PLANNED, AND THIS
SECTOR IS EXPECTED TO GROW RAPIDLY DURING 1976 AND
1977. THE U. S. SHARE OF THIS MARKET HAS BEEN LOW,
DUE TO HIGH PRICES, LOW U. S. INTEREST, EQUIPMENT
TOO SOPHISTICATED FOR THE COLOMBIAN MARKET, AND
AGGRESSIVE PROMOTION ACTIVITIES AND FAVORABLE BARTER AGREEMENTS
BY EUROPEAN COUNTRIES. HOWEVER, NOW IS AN EXCELLENT
UNCLASSIFIED

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PAGE 02 BOGOTA 01022 04 OF 05 310604Z

OPPORTUNITY FOR U. S. SUPPLIERS TO TAKE ADVANTAGE OF
PRICE REALIGNMENTS, THE EXCELLENT REPUTATION OF
U. S. EQUIPMENT, AND THE RAPID GROWTH OF THIS
INDUSTRY IN ORDER TO EXPAND THEIR SHARE OF THE
MARKET.

CAMPAIGN HIGHLIGHTS:

PUBLICIZE AND CONDUCT METALWORKING TRADE MISSION;
FOLLOW-UP ON RESULTS OF TRADE MISSION; UPDATE LIST OF
POTENTIAL AGENTS AND DISTRIBUTORS.

ACTIONS/MILESTONES/ACCOMPLISHMENTS.

1. CALL ON FEDEMETAL (COLOMBIAN METALWORKING FEDERATION)
TO BEGIN PLANNING FOR METALWORKING TRADE MISSION.

2. ISSUE PRESS RELEASE ON METALWORKING TRADE MISSION.

3. PLAN AND CONDUCT METALWORKING TRADE MISSION
OCTOBER 1976.

4. EVALUATE RESULTS OF TRADE MISSION WITH COLOMBIAN
PARTICIPANTS, AND DISCUSS INDUSTRY NEEDS.

5. UPDATE LIST OF POTENTIAL AGENTS AND REPRESENTATIVES
FOR U. S. FIRMS.

6. SUBMIT FIFTEEN TRADE OPPORTUNITIES.

7. PUBLIC THREE ARTICLES IN COMMERCIAL NEWSLETTER

CUMULATIVE MILESTONES.

BY DECEMBER 31

ACTIONS: 1, 2 3, 5, 6(3), 7(1).

BY MARCH 31

ACTIONS: 4 6 (7), 7(2).

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PAGE 03 BOGOTA 01022 04 OF 05 310604Z

BY JUNE 30

ACTIONS: 6 (11).

BY SEPTEMBER 30

ACTIONS: 6 (15), 7(3).

CAMPAIGN NO. 6 PRIORITY RANK: 6

TITLE: INCREASE THE ROLE OF U. S. COMPANIES IN

PROVIDING EQUIPMENT AND ENGINEERING SERVICES IN
POLLUTION CONTROL AND WATER PURIFICATION.

CAMPAIGN MANAGER: EDWARD B. O'DONNELL (0-7).

JUSTIFICATION:

RESEARCH CONDUCTED BY THE EMBASSY INDICATES THAT THE
COLOMBIAN MARKET FOR AIR AND WATER POLLUTION CONTROL
EQUIPMENT WILL INCREASE FROM ABOUT \$4.2 MILLION IN
1975 TO \$7.3 MILLION IN 1978. IMPLEMENTATION OF THE
1975 SANITATION CODE IS EXPECTED BY THE START OF
FY-1977; THIS LEGISLATION AND GROWING CONCERN OVER
POLLUTION WILL LIKELY LEAD TO GREATER CONSERVATION
MEASURES, ESPECIALLY AGAINST WATER POLLUTION.
POLLUTION MEASURING DEVICES WILL BE NEEDED BY GOVERNMENT
MONITORING AGENCIES. THE COLOMBIAN GOVERNMENT IS
MOVING AHEAD WITH PLANS TO INSTALL MODERN WATER SUPPLY
SYSTEMS IN SEVERAL CITIES. THE INCIPIENT BUT PROMISING STAGE
OF THIS MARKET SIGNIFIES A GOOD OPPORTUNITY FOR U. S.
PRODUCERS TO CAPTURE A LARGE SHARE OF SALES FROM THE
BEGINNING.

CAMPAIGN HIGHLIGHTS.

CALL ON DIRECTORS OF MAJOR POLLUTION INDUSTRIES TO
DISCUSS INDUSTRY ANTI-POLLUTION NEEDS AND TO PUBLICIZE
U. S. EQUIPMENT AND EMBASSY SERVICES. PUBLICIZE A U. S.
POLLUTION CONTROL EQUIPMENT EXHIBITION OR TECHNICAL
UNCLASSIFIED

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PAGE 04 BOGOTA 01022 04 OF 05 310604Z

SCIENTIFIC CONFERENCE. PREPARE EVALUATION
OF 1975 SANITATION CODE. SUBMIT STATUS REPORT ON
WATER SUPPLY AND SEWERAGE PROJECTS.

ACTIONS/MILESTONES/ACCOMPLISHMENT.

1. MAKE FOUR PRESS RELEASES ABOUT ENVIRONMENTAL ISSUES
AND/OR U. S. TECHNICAL DEVELOPMENTS.
2. PUBLISH FOUR ARTICLES IN COMMERCIAL NEWSLETTER.
3. CALL ON DIRECTORS OF MAJOR POLLUTING INDUSTRIES
(E. G. CEMENT, PAPER) TO DISCUSS INDUSTRY ANTI-
POLLUTION NEEDS AND TO PUBLICIZE U. S. TECHNICAL
DEVELOPMENTS, POSSIBILITY OF EX-IM BANK FINANCING, AND
EMBASSY COMMERCIAL SERVICES.
4. PUBLICIZE A U. S. POLLUTION CONTROL EQUIPMENT
EXHIBITION OR TECHNICAL/SCIENTIFIC CONFERENCE.

5. SUBMIT STATUS REPORT ON WATER SUPPLY AND SEWERAGE PROJECTS.

6. REPORT FOUR TRADE OPPORTUNITIES OR TENDERS.

7. PREPARE EVALUATION OF IMPACT OF 1975 SANITATION CODE.

CUMULATIVE MILESTONES.

BY DECEMBER 31

ACTIONS: 1 (1), 2(1), 6(1).

BY MARCH 31

ACTIONS : 1(2), 2(2),3,6(2)

BY JUNE 30

ACTIONS: 1(3), 2(3), 5, 6(3).

UNCLASSIFIED

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PAGE 01 BOGOTA 01022 05 OF 05 310605Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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TO SECSTATE WASHDC 3139

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UNCLAS FINAL SECTION 5 OF 5 BOGOTA 1022

EO 11652: NA

TAGS: BEXP, AFSP, CO

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM

BY SEPTEMBER 30

ACTIONS: 1(4), 2(), 6(4), 7.

APPENDIX A. MARKET RESEARCH SCHEDULE.

BY DECEMBER 31

1. BEST PROSPECTS REPORT
2. STATUS REPORT ON ENERGY PROJECTS
3. EVALUATION REPORT OF U. S. PARTICIPATION IN 1976
BOGOTA INTERNATIONAL FAIR.
4. STATUS REPORT ON PROJECT OF TELECOM.
BY MARCH 31
5. UPDATE DESK STUDY ON PROCESS CONTROL INSTRUMENTATION
6. PREPARE AND SUBMIT ONE GMR
7. UPDATE DESK STUDY ON PRINTING AND GRAPHIC ARTS
EQUIPMENT

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01022 05 OF 05 310605Z

BY JUNE 30

8. ONE DESK STUDY ON INDUSTRIAL REFRIGERATION AND AIR-
CONDITIONING EQUIPMENT
9. UPDATE DESK STUDY ON MATERIALS HANDLING EQUIPMENT
10. SUBMIT STATUS REPORT ON WATER SUPPLY AND SEWERAGE
PROJECTS

BY SEPTEMBER 30

11. UPDATE DESK STUDY ON AGRO-PASTORAL EQUIPMENT
12. PREPARE AND SUBMIT ONE GMR
13. UPDATE DESK STUDY ON POLLUTION CONTROL EQUIPMENT,
INCLUDING EVALUATION OF IMPACT ON 1975 POLLUTION
CONTROL LEGISLATION.

APPENDIX B. FOREIGN BUYERS GROUPS

THE MISSION WILL CONTINUE ITS PRACTICE OF RECRUITING
FOREIGN BUYERS' GROUPS, HEADED BY AND E/C FSL, TO
TRAVEL TO IMPORTANT U. S. TRADE EXHIBITIONS.
DURING FY 1977 FBG'S WILL BE ORGANIZED FOR
APPROXIMATELY FOUR U. S. EXHIBITIONS TO BE CHOSEN FROM THE
THE FOLLOWING PRODUCT CATEGORIES ACCORDING TO

SCHEDULING AND LOCAL INTEREST:

AGRICULTURAL MACHINERY AND EQUIPMENT
CONSTRUCTIONS MATERIALS AND EQUIPMENT
PROCESS CONTROL INSTRUMENTATION
BUSINESS EQUIPMENT AND SYSTEMS
PRINTING AND GRAPHIC ARTS EQUIPMENT
AUTOMOTIVE EQUIPMENT
TEXTILE MACHINERY
FOOD PROCESSING AND PACKAGING EQUIPMENT
MATERIALS HANDLING EQUIPMENT
THE TEXTILE MACHINERY SHOW, OCTOBER 1976, WILL BE ONE
OF THE FOUR FBG'S ORGANIZED.
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PAGE 03 BOGOTA 01022 05 OF 05 310605Z

THE FBG'S WILL BE ACCOMPANIED BY AN E/C FSL, UNDER
AN ARRANGEMENT WITH BRANIFF AIRLINES WHICH PROVIDES
ONE FREE PASSAGE FOR EACH FIFTEEN PASSENGERS
RECRUITED. THE FSL NORMALLY WILL PROCEED THE GROUP
TO CONFIRM HOTEL ARRANGEMENTS AND TO ARRANGE
APPOINTMENTS AND PLANT VISITS, AND WILL BE AVAILABLE
TO ASSIST THE COLOMBIAN VISITORS DURING THE
EXHIBITION.

THE EMBASSY WILL ALSO PUBLICIZE OTHER U. S. EXHIBITIONS,
ESPECIALLY THOSE DESIGNATED AS FBG'S BY COMMERCE,
BY MEANS OF BROCHURE MAILINGS AND COMMERCIAL
NEWSLETTER ARTICLES.
VAKY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BOGOTA01022
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760037-0456
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760111/aaaaaiyv.tel
Line Count: 851
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: 76 STATE A-7369
Review Action: RELEASED, APPROVED
Review Authority: hattaycs
Review Comment: n/a
Review Content Flags:
Review Date: 01 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 JUL 2004 by schwenja>; APPROVED <26 JUL 2004 by hattaycs>
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EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1977 COUNTRY COMMERCIAL PROGRAM
TAGS: BEXP, AFSP, CO
To: STATE COM
Type: TE
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